

	Acquire	Apply	Guide	Shape
Communicates/teaches company's core purpose and values	<input checked="" type="radio"/> 42a <ul style="list-style-type: none"> <li>Seeks guidance in securing customer information</li> <li>Begins to learn company's core purpose and values</li> </ul>	<input checked="" type="radio"/> 42b <ul style="list-style-type: none"> <li>Seeks complete information from customers and maintains a consumer focus</li> <li>Willingly shares information and coaches peers and new employees</li> </ul>	<input checked="" type="radio"/> 42c <ul style="list-style-type: none"> <li>Effectively teaches company's core purpose and value to others</li> <li>Helps apply company's core purpose and values to team initiatives, priorities and decisions</li> <li>Is viewed as a valued coach and/or mentor to others</li> </ul>	<input checked="" type="radio"/> 42d <ul style="list-style-type: none"> <li>Communicates a compelling vision that generates enthusiasm and commitment</li> <li>Uses a "customer knowledge system" to promote unfiltered communications and develop an understanding of the customer</li> </ul>
Communicates concisely, with conviction, and cultural sensitivity	<input type="radio"/> <ul style="list-style-type: none"> <li>Actively learning about language and cultural requirements</li> <li>Seeks to understand a variety of viewpoints; keeps an open mind and begins to develop his/her own point of view</li> </ul>	<input type="radio"/> <ul style="list-style-type: none"> <li>Demonstrates sensitivity to language and cultural requirements</li> <li>Is willing to "take a stand" when expressing one's point of view, while at the same time respecting the views of others</li> </ul>	<input type="radio"/> <ul style="list-style-type: none"> <li>Coaches and motivates others to be more culturally sensitive and aware</li> <li>Positively influences group commitment through consensus building techniques</li> </ul>	<input type="radio"/> <ul style="list-style-type: none"> <li>Fosters a climate of cross-cultural awareness and sensitivity</li> <li>Creates a culture that demands clear, fast, open and accurate communications--up, down and across the organization</li> </ul>

44a
44b

COMMUNICATION SELF-ASSESSMENT

Fig. 2

40

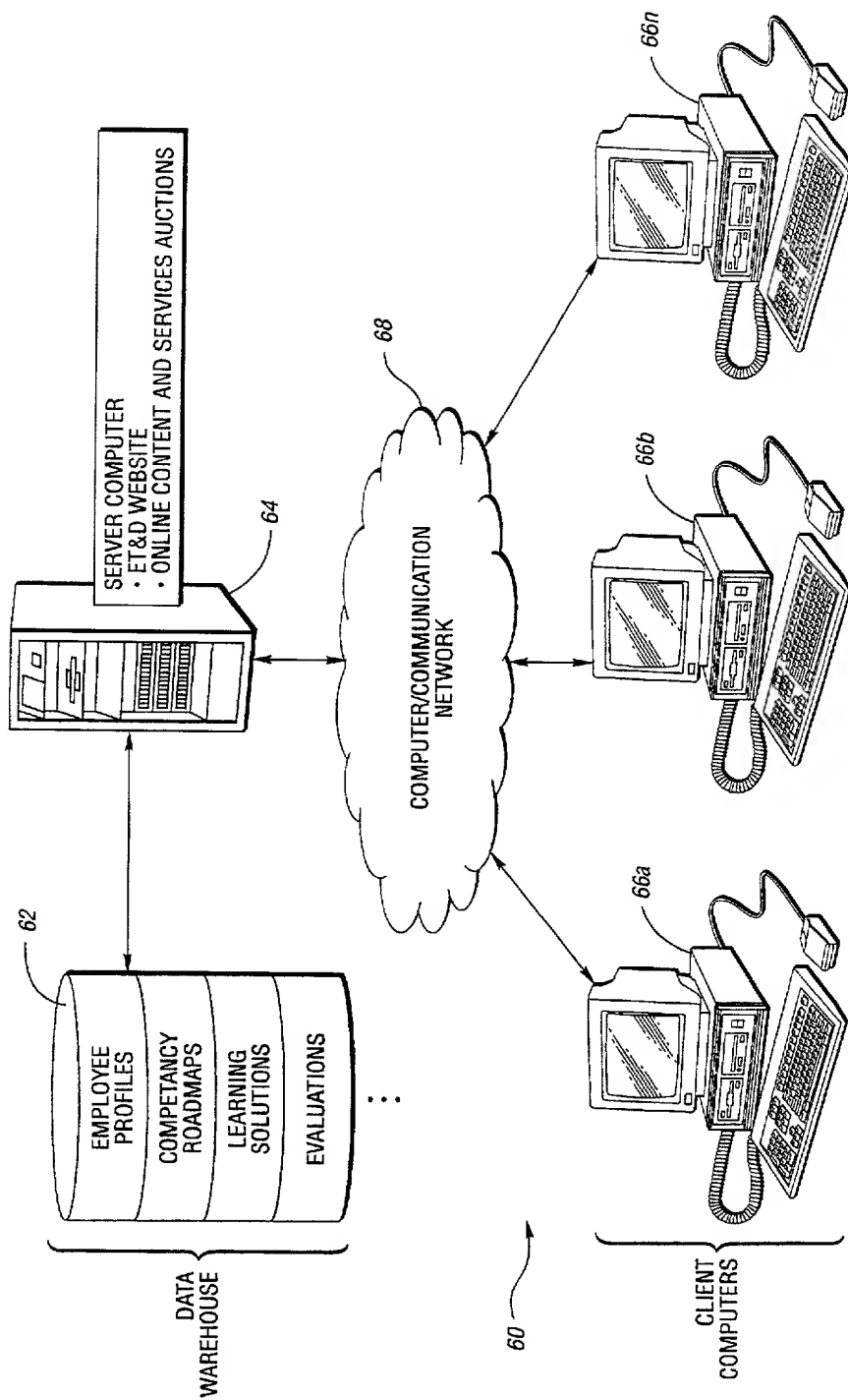
<p>52</p> <p><b>My Gap</b></p> <p><input type="checkbox"/> Brand Management</p> <p><input type="checkbox"/> Marketing Initiative</p> <p><input type="checkbox"/> Communications</p> <p><b>Communication</b></p> <p><input type="checkbox"/> Communicates/teaches Company's core purpose and values</p> <p><input type="checkbox"/> Listen completely</p> <p><input type="checkbox"/> Communicates concisely, with conviction, and cultural sensitivity</p> <p><b>Systematic Thinking</b></p> <p><input type="checkbox"/> Thinks cross-functionality about ideas that impact the business</p> <p><input type="checkbox"/> Boldly pursues ways to improve business processes and incorporates new ideas</p> <p><input type="checkbox"/> Communications</p> <p><b>Business Acumen</b></p> <p><input type="checkbox"/> Knows Company's global business operations and the global business context in which the Company operates</p> <p><input type="checkbox"/> Knows how to achieve consumer quality and profit outcomes in a global environment</p> <p><input type="checkbox"/> Demonstrates functional and technical expertise</p> <p><b>HR Functional Competencies</b></p>	<p>56</p> <p><b>Education</b></p> <ul style="list-style-type: none"> <li>Coaching and the Leadership Development Process; Marketing, Sales, and Service</li> <li>Coaching Skills for Supervisors of Salaried Employees</li> <li>Effective Listening &amp; Feedback</li> <li>Facilitation Skills</li> <li>Managing Conflict for Win/Win Outcomes</li> <li>Strategic Thinking on Paper: Marketing Sales and Service</li> <li>The Dale Carnegie Course</li> </ul> <p><b>Exploration</b></p> <ul style="list-style-type: none"> <li>10 Natural Laws of Successful Time/Life Manom.</li> <li>7 Habits of Highly Effective People 1 of 2</li> <li>7 Habits of Highly Effective People 1 of 2</li> <li>7 Habits of Highly Effective People 2 of 2</li> <li>7 Habits of Highly Effective People 2 of 2</li> <li>7 Habits of Highly Effective People 2 of 2</li> <li>Achieving Credibility</li> <li>Aladdin Factor</li> <li>Awaking the Giant Within</li> <li>Build to Last</li> <li>Communicating For Improved Performance</li> <li>Cultivating Initiative in Your Staff</li> <li>Dare To Win</li> <li>Embracing Chaos 1 of 2</li> <li>Embracing Chaos 2 of 2</li> <li>First Things First</li> <li>Giant Steps</li> <li>Goals</li> <li>Going Ho</li> <li>How Leaders Lead</li> <li>How to Be a Winner</li> <li>How to Build a Network of Power Relationships</li> <li>How to Think Like a CEO</li> <li>How to Win Friends &amp; Influence People 1 of 2</li> <li>How to Win Friends &amp; Influence People 2 of 2</li> </ul>
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Fig. 3

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58



Course Evaluation

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**COURSE EVALUATION**

Submit

Course: Brand Management  
Status: Unpublished  
Entered By: J. Morelli  
Origin Date: April 16, 2000

1. Since you last completed this course, do you feel your on the job performance has changed?

Select:

Comments:

2. Do you experience any road blocks that prevent you from applying what you have learned on the job?

Select:

Comments:

3. What recommendations do you have for implementing what you have learned on the job?

Comments:

4. What recommendations do you have for increasing the effectiveness of this course?

Comments:

Done

Fig. 5